



Data and Privacy Category Guides

Maps

July 2020

Maps Report an Issue

Category Name	Where Apple gets this information	Purpose	Disclosures to Third Party Businesses
Identifiers (e.g., name, Apple ID, email address, mobile, Pay account numbers)	Your Apple ID account information and hardware identifiers, such as serial number, and IP address are collected from your device when reporting an issue	To contact you about the reported issue To correct issues identified by you	When your reported issue relates to a third party, Apple may provide the third party with information from your reported issue to help fix the issue you identified. Apple only shares information with such third parties when necessary to fix an issue, and first seeks to delete any information from which you can be identified
Protected classes (e.g., race, ethnicity, gender, elderly, marital status, sexual orientation)	N/A	N/A	N/A
Commercial information (e.g., order number, payment and billing information)	N/A	N/A	N/A
Biometric information (e.g., faceprints, retina scans, identifiable gait patterns)	N/A	N/A	N/A

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Network activity information (e.g., your activity on an app or website, your App Store searches)	The device model, operating system version, region and language, timezone, navigation settings, search terms, a screenshot of the Maps app prior to filing the issue, and whether you are connected to Apple Watch or CarPlay are collected from your device	To better understand Maps's capability and state at the time of your report to fix relevant issues	None
Geolocation data	Your latitude and longitude and the start and endpoints of your directions request are collected from your device	To better understand Maps's capability and state at the time of your report to fix relevant issues	When your reported issue relates to a third party, Apple may provide the third party with information from your reported issue to help fix the issue you identified. Apple only shares information with such third parties when necessary to fix an issue, and first seeks to delete any information from which you can be identified
Sensory data (e.g., heat imaging, microphone data)	N/A	N/A	N/A
Employment information (e.g., qualifications, employer)	N/A	N/A	N/A
Education information (e.g., educational institution, student status)	N/A	N/A	N/A

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Profile inferences (e.g., content recommendations, personalized settings)	N/A	N/A	N/A